

## *Amount of Monthly Telephone Bill and Perceived Affordability*

		<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
		<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
		%	%	%	%	%	%	%	%	%	%
Very easy to afford		52	57	74	74	69	76	60	71	93	58
Somewhat easy		27	29	16	19	19	19	27	18	4	25
Difficult		15	13	8	7	12	5	13	12	1	17
Base		(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)
% receive 1 bill		82	94	87	86	88	86	91	77	82	92
Mean \$		97	61	77	77	93	78	93	99	49	43
Median \$		59	44	49	48	64	47	76	71	30	38
Base		(371)	(301)	(671)	(137)	(164)	(113)	(264)	(13)	(243)	(11)
% receive 2 bills		18	3	10	14	10	14	8	18	13	8
LD:	Mean \$	74	29	51	61	58	65	66	35	38	15
	Median \$	45	19	33	28	50	28	38	35	18	15
GTE/PB:	Mean \$	40	39	37	36	42	33	53	62	25	10
	Median \$	28	32	20	25	23	25	38	50	19	10
Base		(68)	(14)	(79)	(22)	(18)	(18)	(23)	(3)	(38)	(1)

Source: Q.37, 9, 10, 11, 12

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## **Amount of Monthly Telephone Bill and Perceived Affordability**

*Table 4.4B*

### ***Highlights***

**By language dependency:**

**Hispanics:** As noted earlier, LD Hispanics tend to rate phone service as affordable as NLD Hispanics. This is true despite the fact that they cite higher average telephone bills: \$97 vs. \$61 on average.

**Chinese:** LD Chinese tend to find telephone service more difficult to afford, on average, than NLD Chinese; they also have higher average bills: \$93 vs. \$78.

Because most Korean and Vietnamese customers chose to be interviewed in their native language (and therefore are classified as language dependent), it is not possible to examine language dependency as a variable within these two groups: bases for NLD Koreans and NLD Vietnamese are too small to provide reliable data.

## *Amount of Monthly Telephone Bill and Perceived Affordability*

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Quality ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
Very easy for me to afford	62	56	63	54	49	55	56	40	62
Somewhat easy	27	30	26	29	31	28	25	36	21
Difficult	10	13	10	15	19	14	17	22	15
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)
% receive 1 bill	90	86	91	90	89	91	90	84	93
Mean \$	62	68	60	54	57	54	61	67	59
Median \$	45	50	44	39	40	38	42	53	39
Base	(2326)	(1123)	(1203)	(1160)	(484)	(676)	(283)	(167)	(116)
% receive 2 bills	8	12	7	8	9	8	7	12	5
LD: Mean \$	45	45	46	65	44	68	57	66	50
Median \$	30	25	35	45	28	42	33	37	32
GTE/PB: Mean \$	40	47	36	32	40	30	49	41	56
Median \$	27	35	22	20	25	19	29	30	25
Base	(240)	(139)	(101)	(113)	(53)	(60)	(30)	(22)	(8)

Source: Q.37, 9, 10, 11, 12(C)

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## **Amount of Monthly Telephone Bill and Perceived Affordability**

*Table 4.5*

The chart opposite compares perceived affordability and estimated monthly phone bill for total customers, ULTS subscribers and those who qualify but do not have ULTS.

### ***Highlights***

As noted earlier, the large majority of customers find phone service easy to afford, with only 10% indicating any difficulty.

**By ULTS subscribers:** ULTS subscribers generally report lower phone bills than the average for total customers. And, while the majority of ULTS subscribers find phone service easy to afford, the proportion saying it is very easy is lower than reported among total customers. A slightly higher proportion of GTE's ULTS subscribers say it is difficult to afford (19%) as compared to total GTE customers (13%). The same is true for Pacific Bell: 14% of ULTS subscribers say phone service is difficult to afford vs. 10% of total Pacific Bell customers.

**By Qualify for ULTS but Don't Have:** Overall, those who qualify but don't have ULTS are no more likely to find phone service difficult to afford than those who have ULTS now, even though their perceived monthly phone bill is higher than reported for ULTS customers. Among GTE customers, the proportion saying their monthly phone bill is very easy to afford is higher among ULTS customers than those who qualify but don't have it. For Pacific Bell, statistically, there is no difference between ULTS subscribers and those who qualify but don't have in the proportion who say phone service is easy to afford.

## *Monthly Telephone Bill by Perceived Affordability*

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	Say phone service is —		
	<u>Very easy to afford</u>	<u>Somewhat easy</u>	<u>Difficult</u>
	%	%	%
% get 1 bill	(89)	(92)	(93)
<i>Total monthly amount —</i>			
Less than \$20	11	5	7
\$20-49	45	39	25
\$50-99	26	35	32
\$100 or more	16	19	33
Mean \$	57	63	85
Median \$	40	50	64
Can't say	3	2	4
Base	(1262)	(695)	(329)

## **Monthly Telephone Bill by Perceived Affordability**

*Table 4.6*

The table opposite examines the reported size of their average monthly telephone bill (including long distance charges) by those who say it is easy to afford versus those who say it is difficult to afford.

This provides a test of the importance of bill size in determining perceived affordability.

### ***Highlights***

There is a relationship between perceived affordability and size of monthly bill: those who say it is easy to afford have lower bills on average than those who find it difficult (\$57 vs. \$85).

## *Characteristics of Those Who Feel It Is Difficult to Afford*

	Say phone service is —		
	<u>Very easy to afford</u>	<u>Somewhat easy</u>	<u>Difficult</u>
Average monthly bill (a)	\$57	\$63	\$85
<i><b>Household income</b></i>			
\$25,100 or less	34%	44%	62%
\$25,101 - \$50,000	28	32	27
Over \$50,000	26	15	4
Meet ULTS qualifications (income, dependents)	21	25	36
<i><b>Employment status (household spokesperson)</b></i>			
Employed full-time	54	49	41
Employed part-time	9	14	18
Temporarily unemployed	6	7	10
Homemaker/Student	10	15	13
Retired	18	11	12
Mean age (household spokesperson)	46	41	42
Rent	42	45	54
Moved 3 or more times in past 5 years	13	17	24
Base	(1455)	(757)	(365)

(a) Including long distance charges, respondent testimony (those who receive one bill — 90% of customers)

Source: Q.12, 924, Table 440, Q.920, 919, 918, 906

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## **Characteristics of Those Who Say It Is Difficult to Afford**

*Table 4.6A*

The table opposite compares those who say it is difficult for them to afford telephone service with those who say it is somewhat easy and those who say it is very easy to afford.

### ***Highlights***

As noted earlier, those who rate telephone service difficult to afford have significantly higher average monthly telephone bills than those who rate it easy to afford.

Those who rate it difficult to afford also have significantly lower incomes and are less likely to be employed full-time. They are somewhat younger on average, somewhat more likely to be renters and are more mobile on average.

In sum, it is the combination of lower incomes PLUS higher telephone bills that seems to create the difficulty. Those who find it easier to afford have higher incomes, but they also have lower average telephone bills.



## *Telephone Bill Size by Perceived Affordability*

		Say phone service is —		
	<u>Total</u>	<u>Very easy to afford</u>	<u>Somewhat easy</u>	<u>Difficult</u>
<i>Average monthly bill (respondent testimony) (a)</i>				
Median	45	40	50	64
Mean	62	57	63	85
<i>From GTE/PB records —</i>				
Total charges (including MTS)				
Median	23	21	25	26
Mean	33	30	37	37
MTS charges				
Median	4	4	5	5
Mean	12	10	15	14
Ratio of GTE/PB to average monthly bill (median)	45:23	40:21	50:25	64:26
Percentage of total bill that is GTE/PB	51	53	50	41

(a) Including long distance charges, among those who receive one bill — 90% of customers

Source: Q.12, Table 71

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## **Telephone Bill Size by Perceived Affordability**

*Table 4.6B*

The table opposite shows the reported average monthly telephone bill (as reported by those who receive one bill, thus including long distance charges), the total GTE/Pacific Bell charges (including IntraLATA/MTS), and the IntraLATA/MTS charges from company records by perceived affordability of telephone service.

The intent here is to determine the relative roles of long distance calls, MTS calls and basic service costs in creating the differences in perceived affordability/difficulty paying among those who have lower than average and higher than average total monthly bills.

### ***Highlights***

A very rough ratio of GTE/Pacific Bell charges to total bill amount can be obtained by comparing the medians for the average monthly bill as reported by respondents and the median total billed charges (including MTS) as shown in the company records.

Using the ratio, one can provide a rough indication of the percentage of the total bill (reported by respondents) that is NOT long distance (i.e. total GTE/Pacific Bell charges as reported by the company).

When this is done, one can see that those who find it difficult to afford telephone service have a lower percentage of their bill that is GTE/Pacific Bell (i.e. a larger percentage of their bill is made up of long distance calls as compared to those who find it very or somewhat easy to afford telephone service).

NOTE: This is a rough calculation using the median amounts; while it may lack something in precision, it shows quite clearly that those who find telephone service difficult to afford have a higher percentage of long distance calls. Thus, in trying to make phone service more affordable, long distance calls need to be addressed as well as local calls and other cost factors.

## *Perceived Affordability by Type of Telephone Service Have <sup>(b)</sup>*

	<u>Total</u>	<u>Regular Flat Rate</u>	<u>Regular Meas. Rate</u>	<u>ULTS</u>	<u>Quality ULTS Don't Have</u>	<u>Have CCS</u>	<u>Don't Have</u>
	%	%	%	%	%	%	%
<i>Phone service is —</i>							
Very easy for me to afford	62	63	67	54	56	59	64
Somewhat easy	27	26	26	29	25	29	25
Difficult	10	10	5	15	17	11	10
Less than “very easy”	<u>37</u>	<u>36</u>	<u>31</u>	<u>43</u>	<u>42</u>	<u>40</u>	<u>34</u>
Have had financial difficulty paying	<u>12</u>	<u>10</u>	<u>7</u>	<u>21</u>	<u>19</u>	<u>16</u>	<u>8</u>
Often (a)	5	5	4	10	10	8	3
Not often	6	5	3	11	9	8	5
Have not had financial difficulty	25	26	24	22	23	23	26
Base	(2623)	(1218)	(108)	(1297)	(326)	(1239)	(1384)

(a) Very or somewhat often

(b) according to company records

Source: Q 37, 39, 40

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## **Perceived Affordability by Type of Telephone Service Have**

*Table 4.7A*

The table opposite examines (a) perceived affordability of telephone service and (b) incidence of having financial difficulty paying the telephone bill by type of telephone service (based on company records).

### ***Highlights***

Most customers on either of the regular rate services find telephone service easy to afford and relatively few ever have financial difficulty paying their telephone bill.

ULTS subscribers are less likely than those on regular rate service to find telephone service easy to afford although, here, too, many more say it is easy to afford than say it is difficult. 21% of the ULTS subscribers report having had financial difficulty paying their telephone bill: 10% very or somewhat often. This is higher than seen for those on regular rate service but the difference appears to be due to difference in income between the ULTS subscribers and the regular rate subscribers. If one looks at those who qualify for ULTS but do not have it, they are just as likely to have had difficulty paying their telephone bill as the ULTS subscribers. Thus the difference is due more to differences in income than to the type of service.

Those who have any of the Custom Calling Services (CCS) do not find telephone service as affordable as those who do not have any CCS services (59% "very easy" vs. 64%). The CCS subscribers also report a higher incidence of having problems paying their telephone bill. Here, too, however, the difference could be due to differences in income -- CCS subscribers as a group have lower incomes than non-CCS subscribers. This is due to the higher penetration rates of CCS among Blacks and Hispanics whose average incomes are lower than in the balance of the customer population.

## *Perceived Affordability by Reported Size of Average Monthly Bill*

	Average Monthly Bill (including LD charges as reported by those who receive one bill)					
	<u>Under \$20</u>	<u>\$20-\$29</u>	<u>\$30-39</u>	<u>\$40-49</u>	<u>\$50-99</u>	<u>\$100+</u>
	%	%	%	%	%	%
% of those receiving one bill who report this amount	9	13	17	12	29	19
<i>Phone service is —</i>						
Very easy for me to afford	75	72	69	58	55	52
Somewhat easy	16	23	25	30	33	28
Difficult	8	5	6	9	12	19
Less than “very easy”	<u>24</u>	<u>28</u>	<u>31</u>	<u>39</u>	<u>45</u>	<u>47</u>
Have had financial difficulty paying	<u>3</u>	<u>6</u>	<u>9</u>	<u>10</u>	<u>15</u>	<u>20</u>
Often (a)	1	2	3	2	8	12
Not often	2	4	6	8	8	7
Have not had financial difficulty	21	22	21	29	29	26
Base (receive 1 bill)	(268)	(278)	(317)	(252)	(678)	(451)

(a) Very or somewhat often

Source: Q.37, 39, 40

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## **Perceived Affordability by Reported Size of Average Monthly Bill**

*Table 4.7B*

The table opposite shows perceived affordability of telephone service and incidence of having financial difficulty paying the telephone bill by the reported average telephone bill including all of the different GTE/Pacific Bell charges as well as long distance charges. It is based only on those who receive one bill, i.e. long distance is included in the same bill. This group represents 90 % of all customers.

### ***Highlights***

As shown opposite, in general, the larger the average telephone bill (including long distance charges), the lower perceived affordability and the higher reported financial difficulty paying the bill. However, there is not sensitivity at each increase: for example, the differences in perceived affordability and difficulty paying between bills of less than \$20 and those that are \$30 to \$39 are not that great. At \$40 to \$49 there is a substantial decrease in perceived affordability and at \$100 or more, perceived affordability drops again.

Incidence of having financial difficulty paying may be a better measure of the point at which customers may be vulnerable to losing service. Looking at this measure, one sees an increase in financial difficulty paying when the average monthly bill reaches \$50. 15 % of those who have bills of \$50 - \$99 report having had financial difficulty paying the bill and 8 % report having had this happen often (very or somewhat often). This increases again for those who have bills of \$100 or more: 20 % have had difficulty, 12 % often. At under \$20, only 3 % have had such difficulty; this increases to 9 % for those who have bills of \$30 to \$39.

## *Thing(s) That Make Phone Service Hard to Afford (List)*

All customers who find it less than "very easy to afford"

							<u>Asian</u>				<u>Low inc</u>
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
<i>% say this IS A REASON</i> <i>(read list) —</i>											
Extra cost of calls in U.S.	60	62	60	65	40	70	45	52	41	42	47
Tendency to talk long time	42	42	43	43	41	28	43	39	50	16	21
Basic monthly service	31	36	30	30	30	29	42	53	35	32	26
Can't control # calls	28	27	28	26	32	24	39	29	49	21	18
Extra cost of calls outside U.S.	26	25	26	15	52	18	60	49	71	42	13
Can't control who uses	18	18	17	14	26	29	20	10	26	26	10
Added cost of CCS	11	10	11	8	13	15	17	21	17	5	7
900 numbers	3	4	3	2	7	5	4	2	5	-	3
Base	(1122)	(605)	(517)	(514)	(352)	(170)	(230)	(90)	(121)	(19)	(149)

Source: Q 38

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## **Thing(s) That Make Phone Service Hard to Afford (List)**

*Table 4.8*

All those who rated telephone service less than "very easy" to afford were read a list of possible reasons and asked, for each, whether this was something that made it hard for them to afford phone service and, if so, was it a big or small part of the reason they find phone service hard to afford.

The table opposite shows the percentages saying each "is a reason" for finding telephone service hard to afford. The table on the next page shows the percentages saying each is a "big" part of the reason.

### ***Highlights***

Cost of calls within the United States ranks highest by far as something that makes phone service hard to afford: 60% of those who find it less than very easy to afford service say this is a reason.

Next in rank order of mentions is the tendency to talk a long time: 42% cite this as a reason. The cost of basic monthly service ranks next with 31% citing this as a reason. (Majority say it is not.)

The inability to control the number of calls and the extra cost of calls OUTSIDE the United States rank on about a par with the cost of basic monthly service as reasons: mentioned by 28%, 26% and 31%. (Note that majorities say these are not reasons.)

18% say not being able to control who uses the phone is something that makes service hard to afford; 11% say the added cost of Custom Calling Services is a reason, and just 3% say the cost of calls to 900 numbers is a reason.

**By company:** The reasons given are pretty much the same for both companies; however, GTE customers who find it less than very easy to afford phone service more often cite cost of basic monthly service than do Pacific Bell customers: 36% vs. 30%.

**By ethnicity/race:** As compared to all customers -- Hispanics are less likely to cite cost of calls within the U.S. and more likely to cite calls outside the U.S. and not being able to control who uses the phone. Blacks are more likely than customers in total to cite cost of calls within the U.S. and not being able to control who uses the phone. Chinese are more likely than customers in total to cite cost of basic monthly service, calls outside the U.S. and the added cost of CCS. Koreans are less likely than customers in total to cite calls within the U.S., more likely to cite not being able to control number of calls, not being able to control who uses the phone and the cost of calls outside the United States. (Very few Vietnamese rated service less than easy to afford.)

**Low Income Seniors:** Here, too, the highest ranking reason for finding telephone service less than very easy to afford is cost of calls in the U.S.



## *Thing(s) That Make Phone Service Hard to Afford (List)*

All customers who find it less than "very easy to afford"

							<u>Asian</u>				<u>Low inc</u>
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	%	%	%	%	%	%	%	%	%	%	%
<i>% say is a <b>BIG REASON</b> (read list) —</i>											
Extra cost of calls in U.S.	36	35	36	40	19	46	24	27	22	21	28
Tendency to talk long time	26	23	27	30	17	15	24	19	31	5	11
Basic monthly service	13	17	12	14	10	12	20	21	21	11	10
Can't control # calls	16	16	17	17	16	15	23	16	31	11	13
Extra cost of calls outside U.S.	14	13	14	8	26	9	44	29	57	26	9
Can't control who uses	10	9	11	10	12	17	10	6	15	-	4
Added cost of CCS	3	3	3	2	5	3	8	8	9	5	2
900 numbers	2	2	2	1	4	1	2	1	3	-	2
Base	(1122)	(605)	(517)	(514)	(352)	(170)	(230)	(90)	(121)	(19)	(149)

Source: Q.38

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## **Thing(s) That Make Phone Service Hard to Afford (List)**

*Table 4.9*

The table opposite shows the percentages of customers who cited each as a BIG part of the reason phone service is hard (for them) to afford.

NOTE: The percentages saying these are "big" reasons tend to add to something just over 100%. Thus, this provides a better indication of how much each item contributes to the feeling that telephone service is hard to afford.

### ***Highlights***

Looking now just at those who say this is a BIG part of the reason for finding telephone service hard to afford:

36% cite cost of calls within the U.S. This ranks highest, followed by the tendency to talk a long time (26%). Together these account for (roughly) about half or so of the reasons. The remaining half or so are made up of four items: 13% basic monthly service, 16% can't control number of calls, 14% calls outside U.S. and 10% can't control who uses.

All together, it is clear that the cost of calls accounts for about half of the reasons for feeling phone service is difficult to afford. The inability to control the cost of those calls (whether because one talks too long or others use the phone or too many calls are made) is the second major factor. The basic monthly cost ranks well below the cost of calls as a reason for finding phone service difficult to afford.

**By company:** For the most part, the things that make phone service difficult to afford are the same for both companies' customers; more GTE customers cite basic monthly service than do Pacific Bell customers (17% vs. 12%).

**By ethnicity/race:** Among all groups, the cost of calls, whether outside the U.S. or inside the U.S., ranks highest as what makes phone service hard to afford: Koreans, especially, are likely to cite the cost of calls outside the U.S. as being a big part of what makes phone service hard to afford: 57% say this is a big reason.

**Low Income Seniors:** Cost of calls within the U.S. ranks highest as a reason for finding phone service difficult to afford. Other reasons are cited in about the same rank order as among all customers.

## *Thing(s) That Make It Hard to Afford by Degree of Difficulty*

	<u>% say IS A REASON</u>		<u>% say is a BIG REASON</u>	
	Find service —		Find service —	
	<u>Somewhat</u>		<u>Somewhat</u>	
	<u>easy to afford</u>	<u>Difficult</u>	<u>easy to afford</u>	<u>Difficult</u>
	%	%	%	%
<i>(Read list) —</i>				
Extra cost of calls in U.S.	55	74	30	50
Tendency to talk long time	42	43	25	27
Basic monthly service	28	41	9	23
Can't control # calls	23	39	13	24
Extra cost of calls outside U.S.	22	36	9	27
Can't control who uses	14	26	8	16
Added cost of CCS	8	18	1	7
900 numbers	3	5	1	3
Base	(757)	(365)	(757)	(365)

Source: Q 38

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## **Thing(s) that Make It Hard to Afford by Degree of Difficulty**

*Table 4.10*

The table opposite shows reasons for finding telephone service hard to afford by those who rate phone service only "somewhat easy" to afford and those who rate it "difficult" to afford. (Those who rated phone service "very easy" to afford were not asked this series of questions.)

The point of this analysis is to see which reasons account the most for feeling it is "difficult" to afford as compared to feeling that it is (only) "somewhat easy" to afford.

### ***Highlights***

First, those few (only 10% of the total customers) who find it difficult to afford telephone service are more likely than others to cite ALL of the reasons as the things that make phone service hard to afford, viz. cost of calls within the U.S., cost of calls outside the U.S., inability to control the number of calls and the cost of basic monthly service are all more likely to be big problems for those who find it difficult than for those who find it only somewhat easy to afford phone service. Interestingly, while the tendency to talk too long ranks relatively high as a reason for finding it hard to afford, it does not differentiate those who find it difficult from those who find it only somewhat easy. This suggests that while many mention this as a reason, it is not a major factor in causing some people to find it outright difficult to afford phone service.

## Chapter 5.0 Experiences with Telephone Company

Examines the following, first among all customers and the various ethnic/racial groups, then among ULTS subscribers and those who qualify for ULTS but do not have it:

*Whether had phone service as child and whether usually have had it as adult*

*Whether ever tried to get phone service and been unable to*

*Whether ever had service disconnected by phone company*

*IF YES. What, if anything, done about it*

*How feel about calling the phone company (easy/difficult)*

*Reasons find it difficult to call*

*Satisfaction with how phone company handles requests*

*Reasons for dissatisfaction*

*Whether ever felt pressured to sign up for services that (you) did not want or need*

*Perceptions of requirements for getting phone service*

NOTE: Many of these questions were also asked of a sample of "matched customers" and, in a slightly altered form, of non-customers, as part of a separate study conducted door-to-door in areas with low telephone penetration (less than 90% of households). The findings from that study are reported in a separate volume.

## *Past Experience with Telephone Service*

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>As an adult</i>											
Usually had	95	95	95	98	89	96	91	94	99	81	93
Not had	5	5	5	2	11	4	9	6	1	19	6
<i>As a child</i>											
Usually had	76	76	76	85	49	78	59	71	76	31	50
Did not	24	23	24	14	50	22	40	27	24	69	48
Yes to both	74	74	74	84	46	75	58	68	75	31	48
Yes child/no adult	2	2	2	1	4	2	1	3	1	*	1
Yes adult/no child	21	20	21	13	43	20	33	24	24	50	43
No to both	3	3	3	1	7	2	7	3	*	19	5
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Source: Q 19, 20(C) \* Less than 0.5%

**Field Research Corporation**

## Past Experience with Telephone Service

Table 5.1

### *Highlights*

Most customers have "usually had" telephone service as adults. Vietnamese customers are the least likely to have "usually had" it as adults: 81%. Hispanics are also somewhat less likely than others to say they have "usually had" it as adults: 89%.

About three-fourths of all residential customers (76%) say they "usually had" telephone service as children, leaving about one in four who had not. Having telephone service as a child varies considerably by ethnicity/race: While 85% of Whites, 78% of Blacks and 76% of Koreans "usually had" telephone service as children, only 49% of Hispanics and just 31% of Vietnamese did so.

Low income seniors are also less likely than others to have had telephone service as children: 50% say they did and 48% say they did not. This undoubtedly is a reflection of their older age, i.e. fewer had telephone service as children because telephone service was not so universally available fifty or so years ago.

## *Past Experience with Telephone Service*

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>As an adult</i>										
Usually had	87	91	92	89	97	89	99	88	81	83
Not had	13	9	8	11	3	11	1	6	19	17
<i>As a child</i>										
Usually had	17	80	56	76	68	76	75	88	30	58
Did not	83	18	44	20	32	20	25	6	70	42
Yes to both	16	75	55	71	66	71	74	82	29	58
Yes child/no adult	2	6	1	5	2	5	*	6	*	-
Yes adult/no child	71	16	36	14	30	15	25	6	51	25
No to both	11	2	8	6	2	5	*	-	19	17
Base	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)



## Past Experience with Telephone Service

Table 5 2

### *Highlights*

By language dependency:

**Hispanics:** LD Hispanics are just as likely as NLD Hispanics to say they "usually" have had phone service as adults. However, few (just 17%) of the LD Hispanic customers had telephone service as children whereas most NLD Hispanics did have it as children (80%).

**Chinese:** LD Chinese are more likely than NLD Chinese to say they "usually" have had phone service as adults. No differences are seen between the two groups with respect to whether they had telephone service as children.

**NOTE:** The large majority of Korean and Vietnamese customers are classified as language dependent (i.e. chose to be interviewed in their native language); thus, it is not possible to examine language dependency as a variable within each of these groups. It is possible to note the following:

**Koreans:** The majority of Korean customers had telephone service as children.

**Vietnamese:** Vietnamese customers are less likely than Chinese or Korean customers to have had telephone service as children. LD Vietnamese customers are notably less likely than Chinese or Koreans to have had it as children (only 30%).